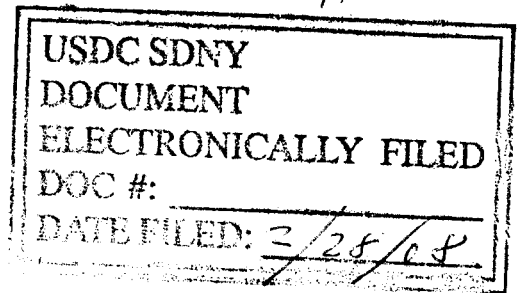


Jonathan Donnellan  
Ravi V. Sitwala  
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*Attorneys for Plaintiff*

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

-----X  
HEARST HOLDINGS, INC.,

Plaintiff,

v.

TROPICO DIFFUSION,

Defendant.  
-----X

**Judge Pauley**  
**08 CV 1546**

\_\_\_ Civ. \_\_\_

ORDER TO SHOW CAUSE  
FOR PERMANENT OR IN THE  
ALTERNATIVE PRELIMINARY  
INJUNCTION

Upon the Affidavit of Ravi V. Sitwala hereto annexed, and upon  
plaintiff's Memorandum of Law in Support of Motion for a Permanent Injunction or in  
the Alternative a Preliminary Injunction and the complaint and exhibits thereto, it is

ORDERED, that the above-named defendant show cause before a motion

✓ term of this Court, at Room 11D United States Courthouse, 500 Pearl Street, in the City,

✓ County and State of New York, on March 5, 2008, at 11:00 o'clock

✓ in the forenoon thereof, or as soon thereafter as counsel may be heard, why an order

should not be issued pursuant to this Court's equitable powers and Rule 65 of the Federal  
Rules of Civil Procedure permanently enjoining the defendant, or in the alternative

preliminarily enjoining the defendant during the pendency of this action, from maintaining, prosecuting, and pursuing litigation arising out of or relating to the license agreement between Hearst Holdings, Inc. and Tropico Diffusion dated as of January 26, 2005 outside of the courts of the State of New York or this Court, including the action currently pending before the Commercial Court of Paris by defendant against plaintiff; and it is further

ORDERED that defendant shall serve opposition papers, if any, upon  
✓ plaintiff on or before 5:00 o'clock in the ~~after~~ afternoon, February 28, 2008,  
and it is further

ORDERED that plaintiff shall serve reply papers, if any, upon defendant  
✓ on or before 5:00 o'clock in the ~~after~~ afternoon, March 3, 2008; and it is  
further

ORDERED that all papers be filed with the Court ~~on or before~~ at the time  
of service  
✓ o'clock in the noon, \_\_\_\_\_; and it is further

ORDERED that service by ~~e-mail and~~ mail of a copy of this order and  
✓ annexed affidavit upon the defendant or his counsel on or before 7:00 o'clock in the  
✓ afternoon, February 15, 2008, shall be deemed good and sufficient service  
thereof.

DATED: New York, New York

✓ ISSUED: February 15, 2008  
at 5:06 pm

William J. Pauley  
United States District Judge

J